

## **New Website Helps Small Businesses Bring Gourmet and Specialty Food Products to National Market**

*By Jeff Guy*

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*A new website, ArmadilloPepper.com, is helping smaller, specialty-food producers bring their products to national markets.*

FLEMING ISLAND, FL -- A new website, ArmadilloPepper.com, is helping smaller, specialty-food producers bring their products to national markets. Small, local food producers now have an efficient venue to reach nationwide markets while at the same time making their products more affordable for consumers.

Go to any local festival and you will find specialty food producers with customers standing in line to purchase their high-quality homemade products. There are two challenges facing these smaller food producers in bringing their products to a broader, national market.

First, it is very time consuming and expensive to market your product, whether it is to retail establishments or setting-up and marketing a website. There are costs associated with designing a website, hosting and maintaining a website, on-line advertising and then optimizing a website, so that shoppers can find your website when searching the Internet.

The other major challenge for the small specialty-food producer is shipping costs. Typically, these producers only make one or two types of products. The cost for packing materials and postage to ship a single jar of honey or jelly can approach the price of a single unit. If a consumer wants to purchase three or four different types of products, they have to visit multiple websites and the shipping cost becomes cost prohibitive.

ArmadilloPepper.com solves these challenges for small specialty-food producers by providing a national market channel through an "existing" live website that offers many categories of gourmet food. "ArmadilloPepper.com is a great site for small companies to get national exposure," said Chuck Faulk, President of CrackerHouse Sauces in Palatka, FL. The website improves access to these specialty-food products for the consumer while at the same time alleviates the shipping cost challenge by providing a variety of gourmet products at one shopping destination.

Twelve small businesses from Florida, Georgia, Kentucky and Tennessee are already working with ArmadilloPepper.com.

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## About ArmadilloPepper.com

ArmadilloPepper.com is located in Fleming Island, FL and offers Gourmet and other Speciality Foods such as Honey, Jelly, Jam, Apple Butter, Hot Sauce, BBQ Sauce and Beef Jerky with a homemade appeal and flavor from the Southeastern U.S. The ArmadilloPepper.com website is owned and operated by Mad Cow Memories, LLC.

Category	Food
Tags	tupelo honey, apple butter, pepper jelly, beef jerky, naga, barbecue sauce, hot sauce, comb honey
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